**International Economy and Business**

* Classic theories of development (linear stages theories, structural change model of Lewis, the international-dependence revolution, the neoclassic counterrevolution)
* Contemporary models of underdevelopment (coordination failure, multiple equilibria, the O-Ring theory, the Growth Diagnostic Decision Tree)
* The most important cultural aspects of international management
* Segmentation, Targeting, and Positioningin International Marketing
* The 4Ps of International Marketing
* Describe the content of the memorandum (deed of incorporation, company contract, articles etc.), the registration and termination (dissolution) of a company!
* Describe a company's organisation (supreme body, executive officer and manager, supervisory board, statutory auditor)!
* Describe the general types of companies: companies, partnerships!
* Which are the most important international organisations involved in matters of global peace and security?
* Describe the criticism of the liberal economic system and its governance?
* Exchange rate systems from the gold standard to the present
* Introduce the benefits and costs of a monetary union! Which are the theoretical criteria of an optimum currency area (OCA)?
* The instruments of trade policy and their welfare effects
* The political economy of trade policy
* Transportation law and trade terms (Incoterms)

Debrecen, 21.04.2021 Dr. László Erdey